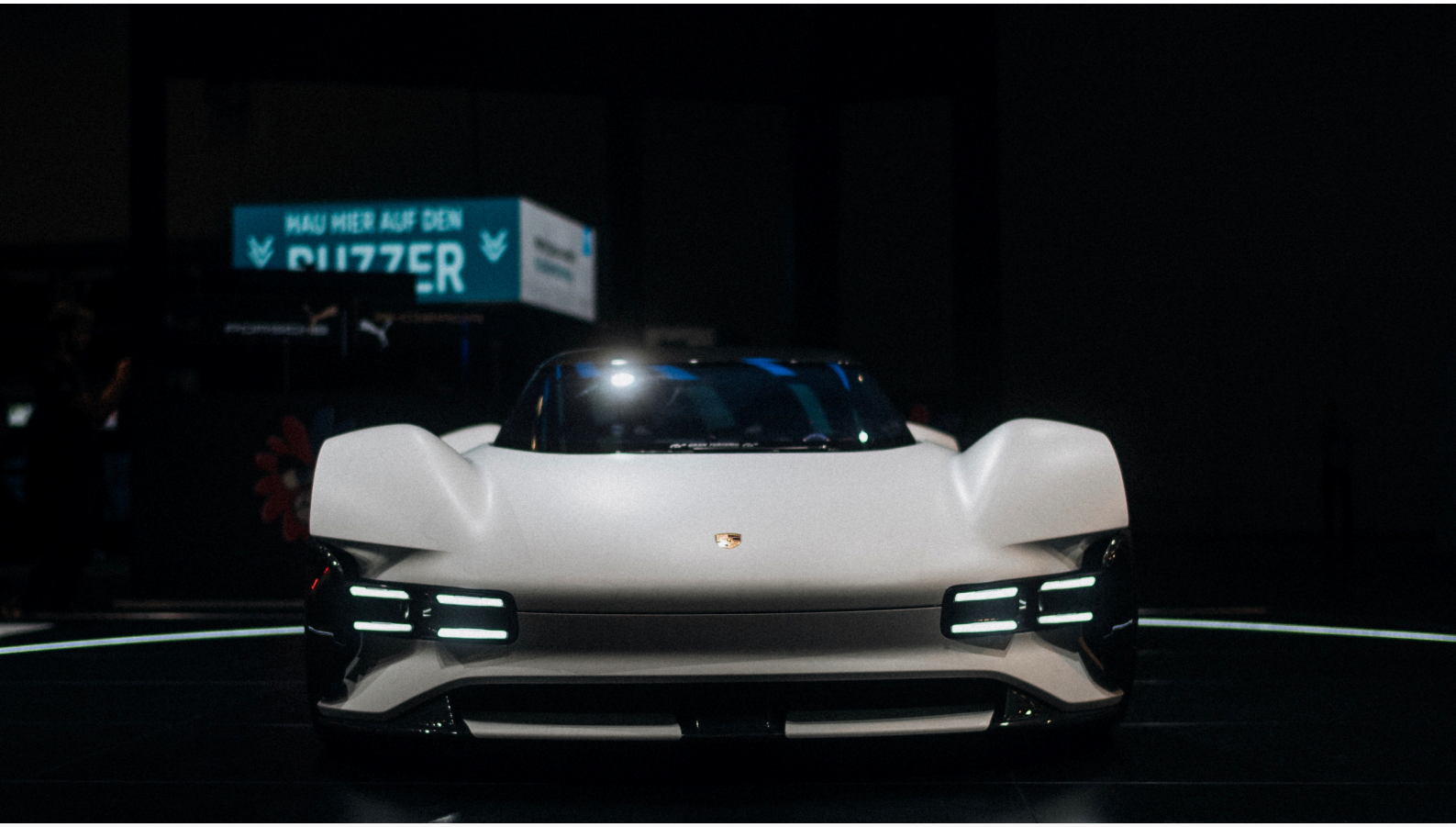


Porsche presents new look of Vision Gran Turismo at Gamescom

Cet article reflète les informations disponibles au moment de sa publication. Certaines informations peuvent ne plus être à jour.

22/08/2022 Gamescom, the world's largest public trade fair for video games, begins in Cologne on 24 August. And, for the first time, Porsche will be there. In a purpose-built modern lounge, the sports car manufacturer and global sports brand Puma will be focusing on their partnership in the field of gaming.

The centrepiece will be the Porsche Vision Gran Turismo show car, the appearance of which will change over the course of the show as the artist Vexx will be painting it live in his signature street art style. The vehicle is the first concept car from Porsche to be developed specifically for use in a video game. Its world premiere took place in November 2021 and since March 2022, it has been possible to experience the vehicle exclusively in the new Gran Turismo 7 on PlayStation 4 and 5. Belgium-based artist Vexx is one of the world's best-known visual artists on social media and exemplifies modern youth design. He will document the reimagining of the Porsche Vision Gran Turismo on his social media channels.

Visitors can also look forward to experiencing the gaming area at the Porsche and Puma stand, where they will be able to test their skills on virtual tracks in Porsche racing simulators. The Porsche Vision Gran Turismo designed by Vexx will also be drivable in the Gran Turismo 7 game at the fair. In addition, visitors will have the opportunity to learn more about the history and design process behind the show car. A corner of the lounge will invite visitors to linger. At the same time, Vexx will be exhibiting some of his current NFT works.

“Porsche has steadily expanded its commitment to the gaming and e-sports community in recent years – our appearance at Gamescom underscores this”, says Robert Ader, Chief Marketing Officer (CMO) of Porsche AG. “We have reached an important milestone with the Vision Gran Turismo as the first sports car developed purely for a virtual space. By painting it, Vexx will now give the vehicle a completely new look as well. This is another way for us to showcase our enthusiasm for collaborations with creatives and the art scene, which we see as mutually enriching.”

“For me as an artist, it was a unique opportunity to create a completely new design for Porsche”, says Vexx. “The look taps into both Porsche's brand identity and gaming themes. I'm excited that the gaming community will be able to drive the vehicle virtually from now on – bringing my graphics to life and making them tangible.”

Accompanying the vehicle, Porsche and Puma will present a fashion collection designed by Vexx at the stand. The collection includes sneakers, t-shirts and hoodies, among other items. The clothes are characterised by the silhouette of the painted vehicle as a recurring design feature, as well as other gaming motifs in the artist's colourful trademark style. At the same time, the redesigned ‘Porsche Vision Gran Turismo Vexx’ as a 1:18-scale model will be available in the Porsche Shop.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart